

ANNUAL REPORT

Fiscal Year 2020

(July 1, 2019 – June 30, 2020)



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Message from the Director

Dear Partners and Friends,

Our world, this year, has revolved around COVID-19. At CTF, we have felt torn between our desire to stay on the path that we have so carefully planned out for our mission and the need to modify our path because our environment has changed.

In 2020, CTF made an investment in capacity building for child abuse prevention agencies in Missouri. Although we typically fund interventions that work directly to prevent child abuse, we recognize that these interventions will never create impact if the non-profits that deliver them are not strong. We funded organizations to create strategic plans, increase fundraising capacity and build collective impact structures. Over the next few years, we hope to see these agencies grow stronger and stronger.

We also released emergency funding to CTF grantees to assist non-profits in serving emerging needs related to COVID-19, adapting services and maintaining financial stability.

In the coming years, CTF will continue to implement our strategic plan and become more targeted in the interventions we fund (home visiting, sexual abuse prevention, child fatality prevention), but we will also always strive to build, strengthen and value our partners who make this work possible. We are deeply grateful to all the organizations in Missouri who share our mission to prevent child abuse. Thank you.

With gratitude,

Emily van Schenkhoef
CTF Executive Director
Emily.vanSchenkhoef@oa.mo.gov
573-751-9301

We tend to serve the same families, but imagine being able to actually truly share. Imagine what the outcomes and benefits will be in partnership with a multidisciplinary team.

*~Service Provider/
Collaborative member,
St. Louis Home Visiting
Collaborative, Generate
Health, St. Louis*



Children's Trust Fund Staff



Emily van Schenkhof,
Executive Director



Alicia Whitson,
Budget and
Fiscal Coordinator



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Laura Malzner,
Program Director



Paula Cunningham,
Public Information and
Education Coordinator

Board of Directors

Fiscal Year 2020

Amy Beechner-McCarthy, Chair, Rolla

Sharon Faulkner, Chair-Elect, Springfield

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Nanci Bobrow, Ph.D., St. Louis

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Michael Howard, Crestwood

M. Peggy Krokstrom, Chesterfield

Sharon Rohrbach, St. Louis

Cherisse Thibaut, Kirkwood

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Jill Schupp, Missouri State Senator, Creve Coeur

Jeanie Riddle, Missouri State Senator, Holts Summit

Cody Smith, Missouri State Representative, Carthage

Kip Kendrick, Missouri State Representative, Columbia



**Children's
Trust Fund**

Missouri's Foundation For Child Abuse Prevention

Strong Families, Safe Kids

#Prevention

ctf4kids.org



Our Mission:

The Missouri Children's Trust Fund works to strengthen families and prevent child abuse and neglect through grant distribution, education, awareness and partnerships.



Capacity Building Grants Improve Effectiveness in CAN Prevention

Fiscal Year 2020 (July 1, 2019 - June 30, 2020):

In Fiscal Year 2020 CTF awarded **\$193,347.41** through its Capacity Building Grant Program. The funding supported six organizations undertaking internally-focused efforts designed to help them fulfill their mission and improve their effectiveness in reducing child maltreatment. Areas of focus include strategic planning, resource development and Collective Impact.



Working together to reach a shared goal.

Two of the Capacity Building grantees – Boone County Community Services Department and the Community Partnership of the Ozarks (Greene County) – are implementing Collective Impact approaches to home visiting.

This plan allows us to be innovative and creative within the context of our mission, ultimately allowing us to serve more families better utilizing our resources and bringing together the entire network of those who help keep children safe and healthy.

~Kasey Schaumburg, Executive Director,
First Chance for Children, Columbia

These two grantees join two other CTF-supported communities in implementing or expanding Collective Impact Home Visiting projects:

- Promise 1000 Collaborative in Kansas City serves Jackson county and several counties in west central and northwest Missouri
- Generate Health is developing a collaborative in St. Louis City/St. Louis County

Collective Impact Includes:

Common Agenda

Shared Measurement

Mutually Reinforcing Activities

Continuous Communication

Backbone Support

6 Capacity Building - \$193,347.41

Boone County Community Services Department

Home Visiting Collective Impact

Region 4 > Boone

\$50,000

Community Partnership of the Ozarks – Springfield

Home Visiting Collective Impact

Region 6 > Greene

\$38,586

First Chance for Children – Columbia

Strategic Planning

Region 4 > Audrain, Boone, Callaway, Cole, Cooper, Howard, Moniteau, Osage, Randolph

\$12,015

Generate Health – St. Louis

Resource Development Planning

Region 5 > St. Louis City, St. Louis County

\$43,876

KidsWin Missouri – St. Louis

Resource Development Planning

Multi-Regional > statewide

\$23,858

Southwest Missouri Community Alliance – Joplin

Strategic Planning

Region 6 > Jasper, Newton, Barton, McDonald

\$25,012.41



Generate Health's team visit with Promise 1000 in February 2020



HOPE for Child Maltreatment Prevention in Missouri:

Using the Science of the Positive to Identify & Increase Protective Cultural Norms

The Children's Trust Fund (CTF) hosted a Positive Community Norms (PCN) Training Institute November 6-7, 2019 at the Millbottom in Jefferson City for over sixty attendees.

The Montana Institute (TMI) National Team presenters included Dr. Jeff Linkenbach, Dr. Bob Sege and Jennifer Jones who explored how to apply PCN to improve child well-being, increase positive parenting practices and prevent child maltreatment in our state.

Topics

- New research on Health Outcomes from Positive Experiences (HOPE), a powerful complement to Adverse Childhood Experiences (ACES)-based work that presents new opportunities for promoting resiliency and health in children.
- How the Science of the Positive can be used to identify the strengths and protective factors that already exist in our communities, and amplify them to create meaningful social change.

The event kicked off a multi-year data collection and communication project designed to promote healthy and protective cultural norms. In 2021, CTF will begin developing campaigns to target PCN in Missouri.

CTF Welcomes a New Look

Several CTF resources were refreshed or created in FY20. Visit the Online Literature Order Form under the Resources tab to learn more.



Infant Safe Sleep

A Guide for Parents & Caregivers

Know the ABCs of Safe Sleep. Babies sleep safest Alone, Back, and Cold.

My mother, Why? We now know suffocation with bed sharing.

No. Your baby. This can.

Remain Alone, Back, Cold.

Know the ABCs of Safe Sleep

English 9:42 AM
Spanish 9:42 AM



Prevent Child Sexual Abuse

We ALL have a role to play to keep children safe.

REPORT CHILD ABUSE:
800-392-3738

ctf4kids.org



Home Visiting

What is it? Home Visiting is a prevention strategy that connects trained health, social services and child development professionals with new and expecting parents to provide education on parenting and child development, build social support and facilitate connections to community services.

Home visiting:

- Improves maternal and child health
- Encourages positive parenting
- Promotes child development and school readiness
- Improves family economic self-sufficiency
- Prevents child maltreatment

ctf4kids.org



Strengthening Families & Preventing Child Abuse & Neglect through grant distribution, education, awareness & partnerships.

STRATEGIC INITIATIVES

The Children's Trust Fund (CTF) was created by the Missouri General Assembly in 1983 to award prevention grants to Missouri agencies and organizations, promote prevention messaging, and convene stakeholders with the intention to reduce child maltreatment.

Funding Priorities:

- Evidence-Based Child Abuse Prevention
- Home Visiting
- Child Sexual Abuse Prevention
- Child Fatality Prevention
- Capacity Building for Community-Based Child Abuse Prevention Programs

Social Norms Campaign:

- Promote Cultural Norms Designed to Prevent Child Maltreatment

Public Policy:

- Policy and Systems Change Creates a Supportive Environment for Local Community Efforts



ctf4kids.org

Program Disbursement Prevention Grants

Fiscal Year 2020

(July 1, 2019 – June 30, 2020)

CTF seeks to move the needle for children at risk of abuse. To do this, we must move past hoping to do good things and move towards showing that we have done good things. We are emphasizing program types with proven track records of preventing abuse and using data to demonstrate outcomes. Then, we want to use the data that demonstrates good outcomes to capture the downstream financial benefit of preventing abuse. This is an opportunity for fiscal sustainability for the programs we fund.

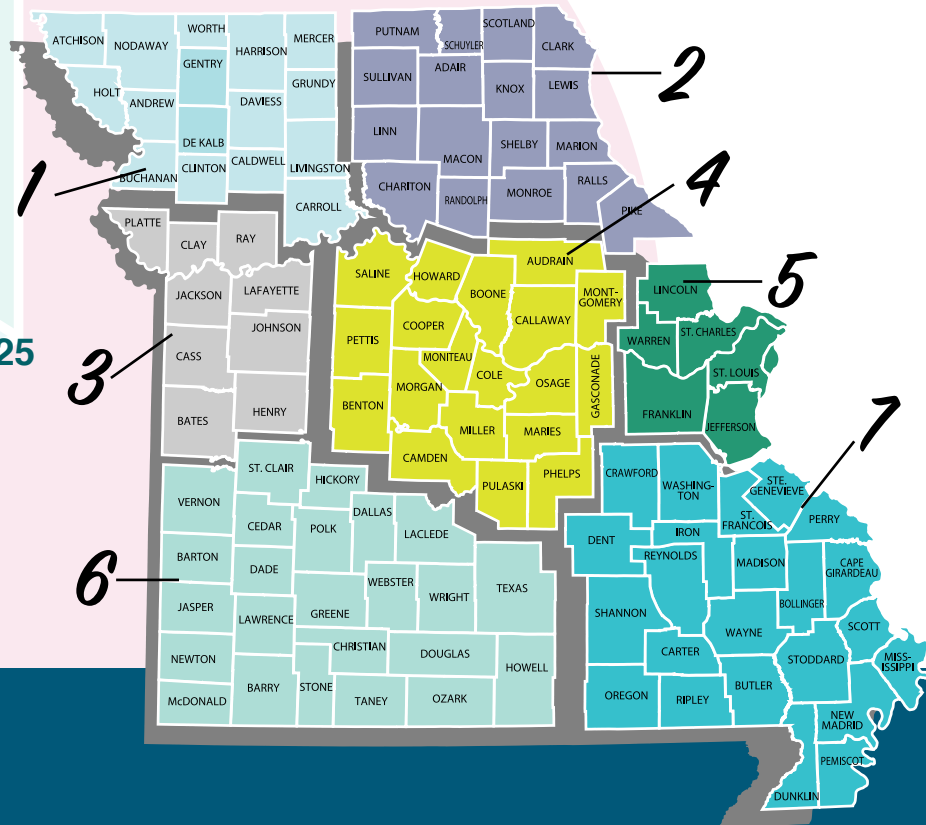
Moving the needle for children at risk of abuse is a heavy lift and will take time. If it were easy, everyone would already be doing it. However, just because it is hard and brings change doesn't mean we should shy away. Our children deserve the uncompromising best, and CTF will lead in that direction.

Jim Anderst, MD, MSCI, CTF Program Chair

58 PREVENTION GRANTS

\$1,613,919.20

- 14 Home Visiting: \$892,417.08
- 22 General Prevention: \$398,227.25
- 6 Capacity Building: \$193,347.41
- 3 Training: \$80,483
- 13 Discretionary: \$49,998.88



Since 1983, the Children's Trust Fund has allocated nearly



\$65.8 million

to prevention programs in communities throughout Missouri.

CTF is the governor-appointed Missouri state lead for the Community Based Child Abuse Prevention (CBCAP) funding. CBCAP funds are awarded through the Federal Department of Health and Human Services/Administration of Children, Youth and Families.



We could be the only contact to the outside world that our families have at this time, and the only way that they are able to get their questions answered and get help through these situations.

~Easter Seals Midwest Home Visitor,
Promise 1000-Home Visiting Collaborative,
United Way of Greater Kansas City, Inc.



Number/Program Type

18
2

Parent/Family Education & Support
Teen Parent Education & Support/
Teen Pregnancy Prevention

14

Home Visiting

1

Safe Sleep

1

Mentoring

3

Support for Fathers

3

Crisis Nursery/Respite Care

6

Collective Impact

6

Child Sexual Abuse Prevention

2

Community Education & Awareness

2

Training

TOTAL: 58

Total Persons Served:

11,704+

7,297 Children

4,407 Parents/Expectant
Parents, Caregivers,
and Professionals

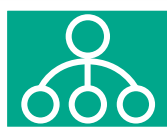
Program Disbursement License Plate Partner (LPP) Grants

Fiscal Year 2020 (July 1, 2019 – June 30, 2020)

\$92,354.04

26

7,290 Served



GET YOUR LICENSE TO CARE

Child well-being is a shared responsibility.

You can help prevent child abuse by proudly displaying the official CTF license plate on your vehicle.

ORDER YOURS TODAY!

ctf4kids.org



5,363

CTF License Plates
as of 7/6/2020

I feel that I have learned patience and focus above all. I also feel that not only did I learn skills for play with my child of focus, but with the other child in my home. Techniques that can be used for different aged children and many situations. I feel that not only will I continue to strive to use these lessons with the current children, but also as a foster parent, I will be able to help future children as well.

~ Foster Parent, Child-Parent Relationship Training (CPRT), The Alliance of Southwest Missouri, Springfield

COVID-19 Response

Program

In late Fiscal Year 2020, COVID-19 made delivering prevention services to families more difficult at a time when the risk for child maltreatment was increasing.

Missouri Children's Trust Fund Awards COVID-19 Relief Funding to Boost Community Prevention Efforts

To meet critical needs, the CTF Board of Directors took immediate action to award \$155,442 in COVID-19 Relief Funding to fifteen (15) of its FY2020 child abuse prevention grantees.

In addition to the added relief funding, CTF allowed grantees to:

- Bill for services that could reasonably shift from being in-person to virtual or via telephone, including virtual home visits or online parent classes
- Amend approved budgets to shift funding to meet current need
- Carry over unspent funds into Fiscal Year 2021

"CTF appreciates the communities who serve our most vulnerable children and is pleased to offer this funding," said Amy Beecher-McCarthy, CTF Board Chair. "I hope others will reach out and support organizations in their own communities that are working to strengthen families and protect children."

Contact ParentLink,
your link to support & resources!



 **ParentLink**
University of Missouri

Public Education

CTF partnered with, sponsored and/or created the following three public education campaigns to enhance overall statewide reach:

1. **CTF Seek Help Prevention Campaign**
Focus: normalize parental stress and encourage the social norm that it is ok for parents to ask for help
2. **Missouri KidsFirst #Essential4Kids Campaign**
Focus: promote the MKF #Essential4Kids campaign encouraging people to be mindful of children's well-being during COVID-19 and to call the Missouri Child Abuse/Neglect Hotline as necessary
3. **ParentLink WarmLine Campaign**
Focus: promote the ParentLink WarmLine to people needing parenting advice/information especially during stressful times



Did you know...

CTF receives \$15 for each marriage license issued in the State of Missouri by the county Recorder of Deeds and \$7 for each certified copy issued.

CTF receives \$5 for each vital record issued by the Missouri Department of Health and Senior Services.

In 1983 CTF became the very first tax check-off program appearing on the Missouri State Tax Form.

In 1997 the state legislature approved the CTF Prevent Child Abuse License Plate, becoming only the second child abuse prevention license plate to be implemented in the country.

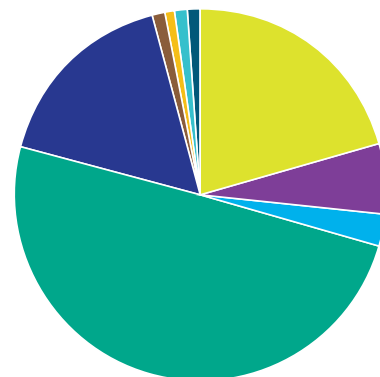
CTF FINANCIAL STATEMENT

Fiscal Year 2020

(July 1, 2019 – June 30, 2020)

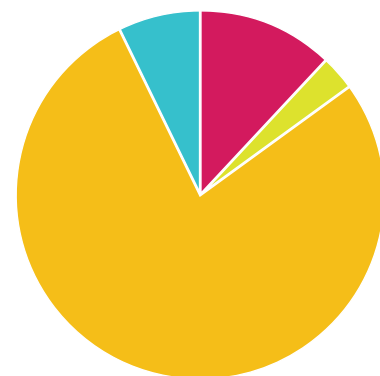
REVENUE

Federal	\$463,106.47 (21%) ●
Donations	\$128,798.32 (6%) ●
Interest	\$68,352.63 (3%) ●
Marriage License Fees	\$1,110,025.90 (50%) ●
Vital Records	\$375,609.22 (17%) ●
Sales (from materials)	\$20.25 (>1%) ●
Registrations	\$100.00 (>1%) ●
MISC Refunds.....	\$33,420.64 (1%) ●
Income Tax	\$38,846.45 (1%) ●
TOTAL REVENUE	\$2,218,279.88



EXPENDITURES

Personnel Service	\$284,571.30 (12%) ●
Expense & Equipment	\$43,695.89 (2%) ●
Program Disbursement	\$1,909,614.59 (79%) ●
<small>* Prevention Grants, License Plate Partner Grants, Initiative Grants, Training Grants, Marketing/Public Education</small>	
Transfers Out	\$168,818.90 (7%) ●
TOTAL EXPENDITURES:	\$2,406,700.68



ENDING FUND BALANCE: \$3,893,789.38

Looking Forward... Child Abuse and Neglect State Prevention Plan

Fiscal Year 2021

(July 1, 2020 – June 30, 2021)

Strategic Initiatives

In addition to funds awarded, CTF will embark on several new efforts in FY 2021 including:

Prioritized Programming

- Support home visiting collective impact sites in Kansas City, Columbia, St. Louis and Springfield
- Release funding for safe sleep efforts

Strengthened Grant Making

- Create a home visiting pay for success rate card
- Develop evaluations for sexual abuse prevention and safe sleep funds
- Educate stakeholders on priority focus areas

Targeted Public Information

- Begin developing social norms campaigns

Policy Advocacy for Systems Change

- Expand access to and quality of home visiting in Missouri
- Educate key decision makers on importance of sexual abuse prevention
- Work to integrate value-based payment systems into other state funding streams
- Create a policy agenda on early child governance and child care in partnership with Zero to Three team